



Taipei Seafood Mission

August 31 –September 4, 2004

The Southern United States Trade Association (**SUSTA**) and the Western U.S. Agriculture Association (**WUSATA**) invite you to participate in a **U.S. Seafood Mission** to Taipei and Kaohsiung, Taiwan. The event will take place from **Tuesday, August 31 to Saturday, September 4, 2004** and will feature a **table top showcase** of U.S. seafood products, **one-on-one buyer meetings**, and **tours of local seafood processing facilities**. As part of the activity, the Taipei Agriculture Trade Office (ATO) will sponsor a **Menu Promotion** in two five-star hotels in Taipei and Kaohsiung featuring a SUSTA Chef who will do cooking demonstrations and create a menu using U.S. seafood products. U.S. seafood companies are encouraged to send products to be featured in the promotion.

The demand for seafood to Taiwan continues to be a unique and growing niche. The United States supplied nearly US\$33 million of seafood products to Taiwan last year. The import of fish alone was US\$144 million. Seafood continues to be an important part of the diet in Taiwan, with the demand for quality seafood growing due to increasing income and dietary trends this mission offers a unique opportunity for your company to get on board to **increase your export sales of seafood.**

HOW CAN YOUR COMPANY TAKE PART IN THE MISSION TO TAIWAN?

- Sign up to participate in the trade mission & table top display, one-on-one meeting and seafood processing tours

OR

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.

If your company is not available to travel for the mission, you may still participate by:

- Sign up to ship product samples (at no cost to you) for the menu promotion

APPROXIMATE COST TO PARTICIPATE IN THE MISSION:

No participation fee, companies will be responsible for transportation, lodging, and meals, estimated at \$2,300.

TENTATIVE ITINERARY OF MISSION:

Sunday, August 29, 2004

Arrive in Taipei

Tuesday, August 31, 2004

- Seafood Product Presentation
- Seafood Table Top Display
- One-on-one Meetings

Press Conference in Taipei to launch the "U.S. Seafood Festival" (optional attendance)

Wednesday, September 1, 2004

- Tour to local seafood markets and processing plants

Thursday, September 2, 2004

- Travel to Kaohsiung
- Seafood Product Presentation
- Seafood Table Top Display
- One-on-one Meetings

Press Conference in Kaohsiung to launch the "U.S. Seafood Festival" (optional attendance)

Friday, September 3, 2004

- Kaohsiung - Tour to local seafood markets and processing plants

Saturday, September 4, 2004

Fly back to the U.S.

HOW DO I SIGN UP FOR THE MISSION?

To sign up or to obtain additional information, call or e-mail Jon Sonen at the Washington State Department of Agriculture, Tel. (509) 457-7137 or jsonen@agr.wa.gov